

January 2016

A List of Racialized Black Dolls: 1850-1940

Anthony F. Martin

University of Massachusetts Amherst, afmartin@acad.umass.edu

Follow this and additional works at: <https://scholarworks.umass.edu/adan>

 Part of the [African American Studies Commons](#), [African History Commons](#), [African Languages and Societies Commons](#), [African Studies Commons](#), [American Art and Architecture Commons](#), [American Material Culture Commons](#), [Archaeological Anthropology Commons](#), [Biological and Physical Anthropology Commons](#), [Folklore Commons](#), [Other American Studies Commons](#), [Other History of Art, Architecture, and Archaeology Commons](#), [Other International and Area Studies Commons](#), [Social and Cultural Anthropology Commons](#), [Social History Commons](#), and the [Women's Studies Commons](#)

Recommended Citation

Martin, Anthony F. (2016) "A List of Racialized Black Dolls: 1850-1940," *African Diaspora Archaeology Newsletter*: Vol. 15 : Iss. 1 , Article 14.

Available at: <https://scholarworks.umass.edu/adan/vol15/iss1/14>

This Articles, Essays, and Reports is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in African Diaspora Archaeology Newsletter by an authorized editor of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

A List of Racialized Black Dolls: 1850-1940

Cover Page Footnote

I would like to thank Professors Whitney Battle-Baptiste, Vivian B. Martin, and Robert Paynter, for all their advice and guidance as this project matured. I would also like to thank the peer reviewers of the associated article that was submitted to the Journal of African Diaspora Archaeology and Heritage who originally suggested the racialized doll appendix and advertisements of positive Black dolls.

A List of Racialized Black Dolls

1850-1940

Anthony F. Martin

Abstract:

Between 1850 and 1940 Black racialized dolls made in Europe and the northern United States saturated the marketplace with the peak years in the 1920s. These dolls were advertised with pejorative names and descriptions that typed cast African Americans as domestics and labors on mythical antebellum landscapes assisted White children in shaping Black people as inferior to Whites. Data mining doll encyclopedias, websites, and catalogs, I have compiled a list of Black racialized dolls. Additionally, I have provided advertisements of positive imagine Black dolls from *The Crisis* and *The Negro World* that provided a counterweight to the stereotyped dolls.

Key words: Toys, Racism, Racialization, Dolls

Black dolls have been around North America since the seventeenth century, and since that time their construction materials have included: cloth, wood, paper, papier-mâché, bisque, porcelain, rubber, and plastic (Gibbs and Gibbs 1989: 6; Perkins 1993: 19, 24). By the mid-nineteenth century, some Black dolls became racialized with exaggerated features, pejorative names, and were typed cast as domestics and labors on a mythical antebellum landscape. European constructed dolls as well as those manufactured in the United States often used molds with exaggerated features or White doll molds. Race as we know it today became solidified in the 1890s (Baker 1998: 17). Material culture was created to assist with this racialization process and uphold the South's Lost Cause ideology, which successfully framed the Civil War as a fight for states' rights and captive Africans were happy under their benevolent and caring owners (McElya 2007: 10-12). Toys, dolls, and games are instructive pieces of material to study because they are a window into how many industrial societies inculcate their youth into dominant culture and each social construct that make their society unique and functional. Many toys, dolls, and games of the mid-nineteenth century and early twentieth century were not spared this infusion of racism, classism, nationalism, and gender (See for example Barton and Somerville 2012). These racialized toys came in many forms and were all popular: dolls, mechanical banks, games, and costume kits, which allowed children to dress up as a stereotypical Black person. One aspect of this solidification was the use of racialized Black dolls centered on an antebellum theme that assisted young children in shaping African Americans as "the other" and inferior to Whites. Most of these racialized toys were manufactured in the northern United States or Europe and advertised with disparaging words such as pickaninny, mammy, nigger, dusky, and darky.

The historian Ruth Bernstein's (2011) data mining of novels, children's books, and adult and children's magazines from the 1850s until the mid-nineteenth century found them laced with imagery that constructed African Americans as inferior and subservient to European Americans. She notes the literature was centered on the racial innocence of White youths by sanitizing violence perpetuated against Blacks in the antebellum and Jim Crow period. Black dolls arrived in White homes from toy stores and mail order catalogs with a set purpose; one that mirrored the adult world that many of the youths inhabited. Literature also helped facilitate the maintaining of racialized culture with such stories as Harriet Beecher Stowe's 1870s short story "Lulu's Pupil," which, in describing all the dolls in the room, noted "the black china doll with a red petticoat...waited on the white lady dolls" provides an occupation for the Black dolls in the toy room (Stowe 1870: 531; Bernstein 2011: 205). In the late 1870s and 1880s, *Harper's Bazar* published a few stories that also reinforced the practice of using Black dolls as servants for White dolls. The January 6, 1877 edition described Black dolls advertised for the season as "negresses in gaudy head kerchief and sleeve rolled up as if for washing day" (Harper's Bazar 1877: 3). In 1881, an advertisement read: "A colored nurse or French bonne with a cap can also be supplied" (Harper's Bazar 1881:835). Followed in 1885 and 1888 with "the colored dolls are arrayed as cooks with gray turbans or in coachman's attire" and "humble mulatto nurse with her bisque face most naturally colored a gay bandana on her head, and in her arms her infant charge" (Harper's Bazar 1885:3, 1888:871; Perkins 1993: 20).

In *Raising Racists: The Socialization in the Jim Crow South*, historian Kristina DuRocher focused on the years 1890 to 1939 by exploring the methods used by the South to preserve segregation notes that children were surrounded by racialized imaginary and culture that

included school yard games, toys, youth groups (children's Ku Klux Klan and Children of the Confederacy), school, consumer culture, and children's songs (DuRocher 2011:74-75).

Using information from *The Collector's Encyclopedia of Dolls Volume I and II* (1968, 1986); *The Knopf Collector's Guides to American Antiques: Dolls* (1983); *The Collector's Encyclopedia of Black Dolls* (1989); *Black Dolls: An Identification and Value Guide 1820-1991* (1993); *Black Dolls: An Identification and Value Guide Book II* (1995); *The Collector's Encyclopedia of American Composition Dolls 1900-1950 Volume I and II* (1999, 2004); *Collector's Guide to Horseman Dolls 1865-1950: Identification and Values* (2002); *Horseman's Babyland Catalog*; *Sears Roebuck and Company Catalogs from 1893-1993*; *Montgomery Ward and Company Catalog 1903-1904*; *The Wonderful World of Toys, Games, and Dolls, 1860-1930* (1971); *Toys From American Childhood 1845-1945* (2001); *The Illustrated Directory of Toys* (2007); dollreference.com; Homemadecountry.com; wishbookweb.com; and arabellagrayson.com/Paper-Dolls.html it is easier to see when certain derogatory named dolls manufactured in the northern U.S. and Europe hit the market (see Appendix 1).

In the 1850s there were no less than eight racialized Black dolls on the market with the number increasing to no less than nine in the 1860s. By the 1870s, those numbers stayed relatively the same with eight and the 1880s with nine. Near the end of the 1880s, Butler Brothers was selling a Black doll named "Black baby" and continued into the 1890s with "Glazer Nigger Baby" and "Glazed Nigger Doll." However, starting with the 1890s, the number of racialized Black dolls began to increase with each subsequent decade. That decade witnessed no less than 20 on the market. In the 1890s other racialized dolls that entered the marketplace including: Golliwogg, Topsy, Pickaninny, Aunt Sally, and double headed dolls (Darkey head and bigger head). These dolls had derogatory words as names or in their descriptions and also had

exaggerated features and dressed in stereotypical outfits like a domestic servant for women and farm laborer for men. Topsy, named for a character from Stowe's *Uncle Tom's Cabin*, was advertised with the broken English her character used in the novel, "I'se just grewed up"(Sears, Roebuck and Co Catalog 1921:557).

By the first decade of the twentieth century, the number of racialized Black dolls had increased to no less than 35 and the second decade of the twentieth century witnessed no less than 37. The 1920s were the peak time period for racialized Black dolls on the market – 55. The 1930s witnessed a decrease to no less than 39, but still a bit higher than the first two decades. In the 1940s, the number dropped even further to no less than 17. To get this numbers, I counted all family members in a doll family set, for instance Aunt Jemima family was usually four dolls. However, if a doll had multiple sizes available, it was counted once. In addition, if the doll was sold by different companies during the same period, it was counted only once regardless of how many times it appeared. Aunt Jemima and Topsy are examples of this. So using this methodology, there were no less than 237 Black racialized dolls on the market between 1850 and 1940.

In 1908, as a counterweight to negative doll images that saturated the landscape of the United States, Black Baptists began to produce their own positive images in the form of Black dolls by creating the National Negro Doll Company, and in a few years other African American doll companies such as Marcus Garvey's Berry and Ross and the National Colored Doll and Toy Company, had entered the marketplace (Perkins 1993: 24; 1995: 35-36; Mitchell 2004: 182). There were also White owned companies selling realistic Black dolls such as the Gadsden Doll Company and E.M.S. Novelty Company (Perkins 1995; Mitchell 2004: 182-184). Many of these companies advertised their dolls in *The Crisis* and *The Negro World* during the second

decade of the twentieth century and focused on positive statements about the dolls and their approval by clergy and other Black leaders, which attempted to instill racial pride in Black youth by forming an intervention against the racial inferiority perpetuated by the stereotypical advertisements of dolls sold by major department stores (See Appendix 2 and 3).

Anthony Martin is a Ph.D. candidate in the anthropology department at the University of Massachusetts Amherst studying African Diaspora archaeology centered on power relations in the Northeast. He holds BAs in history and anthropology from the University of South Florida and an MA in history from American Military University.

References Cited

- Baker, Lee D. *From Savage to Negro: Anthropology and the Construction of Race, 1896-1954*. Berkeley: University of California Press, 1998.
- Barton, Christopher P. and Kyle Somerville. "Play Things: Children's Racialized Mechanical Banks and Toys, 1880-1930." *International Journal of Historical Archaeology* 16, (2012): 47-85.
- Bernstein, Robin. *Racial Innocence: Performing American Childhood from Slavery to Civil Rights (America and the Long 19th Century)*. New York: NYU Press, 2011.
- Coleman, Dorothy S. and Elizabeth A. Coleman, Evelyn J. Coleman. *The Collector's Encyclopedia of Dolls Volume Two*. New York: Crown Publishers, 1986.
- The Collector's Encyclopedia of Dolls*. New York: Crown Publishers, Inc., 1968.
- <http://www.dollreference.com/index.html> (accessed on September 12, 2013)
- DuRocher, Kristina. *Raising Racist: The Socialization of White Children in the Jim Crow South*. Lexington: The University Press of Kentucky, 2011.
- Gibbs, Patikii and Tyson Gibbs. *The Collector's Encyclopedia of Black Dolls*. Paducah, Kentucky: Collector Books, 1989.
- Harper's Bazar.
 January 6, 1877 Vol. 10 No 2:3
 December 31, 1881 Vol. 14 No 53:835
 January 3, 1885 Vol.18 No 1:3
 December 22, 1888 Vol. 22 No 51:871
- Historic Catalogs of Sears Roebuck and Company 1893-1940
www.ancestrylibrary.com/HistoricCatalogsofSearsRoebuck&Co
 (accessed on April 22, 2013)
- Jensen, Don. *Collector's Guide to Horsman Dolls 1865-1950: Identification and Values*. Paducah, Kentucky: Collector Books, 2002.
- Lavitt, Wendy. *The Knopf Collectors' Guides to American Antiques: Dolls*. New York: Alfred A. Knopf, Inc., 1983.
- McElya, Micki. *Clinging to Mammy: The Faithful Slave in Twentieth-Century America*. Cambridge, Massachusetts: Harvard University Press, 2007.

Mertz, Ursula R. *Collector's Encyclopedia of American Composition Dolls 1900-1950 Volume II*. Paducah, Kentucky: Collector Books, 2004.

Mertz, Ursula R. *Collector's Encyclopedia of American Composition Dolls 1900-1950 Volume I*. Paducah, Kentucky: Collector Books, 1999.

Montgomery Ward & Co., *Montgomery Ward & Co. Catalogue No. 72.1903-1904*. Chicago: Montgomery Ward & Company, 1903.

North Dixie Designs

<http://www.northdixiedesigns.com/2010/01/buy-dixie-coffee-and-babyland-rag-doll.html>
(accessed on June 21, 2013)

Perkins, Myla. *Black Dolls: An Identification and Value Guide Book II*. Paducah, Kentucky: Collector Books, 1995.

Black Dolls: An Identification and Value Guide 1820-1991. Paducah, Kentucky: Collector Books, 1993.

Schroeder, Joseph J., editor and Barbara C. Cohen associate editor. *The Wonderful World of Toys, Games and Dolls, 1860-1930*. Northfield, IL: Digest Books, Inc., 1971.

Stowe, Harriet Beecher. "Lulu's Pupil" *Our Young Folks: An Illustrated Magazine*. Vol. 6 No. 9 (1870) : 531-534.

Sears Wishbook

http://www.wishbookweb.com/1937_Sears_Wishbook/index.htm
(accessed on September 12, 2013)

The Crisis. July 1911: 131; August 1911: 175; September 1911: 218; December 1911: 50; December 1912: 58; September 1913: 255; October 1913: 307; February 1914: 205; March 1914: 213,257; April 1914: 309; November 1917: 50; December 1917: 102; October 1918:309; November 1918: 46; December 1918: 102; February 1919: 202; March 1919:255; April 1919: 309; May 1919:45; June 1919:115; August 1919:220; September 1919: 269; October 1919: 321; November 1919:334,358; December 1919:94; January 1920: 159.

The Negro World. November 5, 1922: 8; February 9, 1924: 12; November 29, 1924: 12; December 27, 1924: 12; December 26, 1925: 10; January 1, 1927: 8; January 29, 1927: 10; October 15, 1927: 7; October 20, 1927: 8; October 29, 1927: 7-8; November 5, 1927: 8; November 12, 1927: 6; December 31, 1927: 7; March 31, 1928: 8; September 29, 1928: 10; October 27, 1928: 10; November 17, 1928: 8; November 24, 1928: 8; December 8, 1928: 7-8; September 18, 1929: 8; September 28, 1929: 8; October 26, 1929: 8; November 29, 1929: 8; November 30, 1929: 8; December 28, 1929: 8;

September 27, 1930: 8; October 25, 1930: 8; November 15, 1930: 8; November 22, 1930: 8; November 30, 1930: 8; December 27, 1930: 8.

APPENDIX 1

Note: This is a listing of Black racialized dolls that I have researched to date. I have endeavored to create as complete a list as possible, I might have missed some because there were so many manufactured. Also, I have listed all Topsy dolls that I have encountered even if there were no derogatory names or exaggerated features attached to the dolls. They are all included because a Topsy was originally a character from *Uncle Tom's Cabin* and as a doll she could only be Black.

Name: "Glazed Nigger Baby" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

Type: 1 ¼", 4", 5" Solid China Doll

Description: very dark china baby doll with exaggerated features / derogatory name

Manufacturer: *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt* (German companies)

Sold By: *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

Date: 1850s-1920

Price: .1 cent, .78 cent (box)

Source: Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

Name: "Glazed Nigger Doll" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

Type: 4", 5" Solid China Doll

Description: very dark china doll with exaggerated features / derogatory name

Manufacturer: *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt*

Sold By: *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

Date: 1850s-1920

Price: .24 cents

Source: Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

Name: "Glazed Nigger Doll" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

Type: 4 -6" Solid China Doll

Description: very dark china doll with exaggerated features/ derogatory name

Manufacturer: *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt* (German companies)

Sold By: *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

Date: 1850s-1920

Price: .40

Source: Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

Name: Footman

Type: wooden head and limbs on cloth body 21 ½"

Description: servant caricatures

Manufacturer: Unknown French Maker

Sold By: Unknown

Date: 19th century (c 1850-1870)

Price: Unknown

Source: Lavitt 1983: 319

Name: Broom Dolls

Type: straw stuffed cloth dolls attached to a small child's broom 12"-17" brooms 36"

Description: Mammy caricatures

Manufacturer: Unknown

Sold By: Unknown

Date: 19th century - 1950s

Price: Unknown

Source: Lavitt 1983: 28

Name: Bottle Dolls

Type: cotton stuffed faces spread over sand filled bottles child's broom 13"-15"

Description: Mammy caricatures

Manufacturer: Unknown

Sold By: Unknown

Date: 19th century - mid- 20th century

Price: Unknown

Source: Lavitt 1983: 30

Name: Vendor Dolls

Type: wax dolls

Description: some are antebellum caricatures

Manufacturer: Francisco Vargas / Lucy Rosado

Sold By: Vargas/Rosado

Date: 19th century - mid- 20th century

Price: Unknown

Source: Lavitt 1983: 89

Name: Topsey

Type: Paper Doll

Description: exaggerated features and dressed as if see is very poor –“unlaced shoes”

Manufacturer: McLoughlin Bros., New York

Sold By: Unknown

Date: 1863 +

Price: 1 cent

Source: <http://www.arabellagrayson.com/Paper-Dolls.html>; Lavitt 1983: 144

Name: Black banjo player

Type: 14” mechanical musical doll

Description: caricature

Manufacturer: Unknown German or French maker

Sold By: Unknown

Date: 19th century - 1950s

Price: Unknown

Source: Lavitt 1983: 342

Name: Black baby

Type: cloth cutout doll

Description: “queer one...white eyeballs showing out of the dusky face”

Manufacturer: Celia and Charity Smith Dolls

Sold By: Unknown

Date: 1889-1911?

Price: Unknown

Source: Coleman et al 1986: 1156

Name: Golliwogg/Golliwog/Gollywog/Gow/Wooly Wally

Type: 7.5”, 10.5”, 11” doll The Practical Toymaker and Soft Toy Making gave instructions on how to make dolls

Description: exaggerated features

Manufacturer: Steiff (1911-1916), Atlas Manufacturing Co (1914), Birkenhead Toy Factory (1915), Gray and Nicholls (1916), Sunlight (1916), Sieve and Co (1916), Alliance Toy Co (1917), Hammond Manufacturing Co (1917), Star Manufacturing Co (1917), Dean (1921), Mabel Bland-Hawkes (1923), Chad Valley (1929)

Sold By: Gamage, Wanamaker, Alliance Toy Co (1917), Hammond Manufacturing Co (1917), Star Manufacturing Co (1917),

Date: 1890s-1930

Price: .10, .12, .25,.50, .88 cents

Source: Coleman et al 1986: 485-486

Name: Pickaninny

Type: cloth cutout doll

Description: caricature

Manufacturer: Arnold Print Works

Sold By: Youth's Companion (magazine)

Date: 1893

Price: .10 cent

Source: Coleman et al 1986: 935

Name: Darkey Doll

Type: 16" cloth cutout doll

Description: derogatory name

Manufacturer: Coheco Manufacturing Co.

Sold By: Unknown

Date: 1893 +

Price: Unknown

Source: Coleman et al 1986: 327

Name: "Aunt Jemima Family Before and After Receipt"

Type: paper dolls

Description: servant caricature

Manufacturer: J. Ottman Lithography Co, New York

Sold By: Unknown

Date: 1893

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Topsy

Type: cloth cutout doll

Description: smaller version called "pickaninny"

Manufacturer: Arnold Print Works

Sold By: Malted Cereal Co

Date: 1893 -

Price: Unknown

Source: Coleman et al 1986: 1156

Name: “Double Head Dolls”

Type: Solid China Doll (two sided – one white and one black)

Description: “darkey head and the other a bisque head with pretty face and lace cap”

Manufacturer: Unknown

Sold By: Butler Brothers

Date: 1895

Price: \$2.05

Source: Schroeder and Cohen 1971: 94

Name: Aunt Sally

Type: 15” black bisque head doll

Description: Mammy with white child in her arms

Manufacturer: Unknown

Sold By: Butler Brothers

Date: 1899

Price: Unknown

Source: Coleman et al 1986: 58

Name: Hottentot

Type: 5 ¾” and 8.5” all composition

Description: tribal dress with fur shirt

Manufacturer: Unknown

Sold By: Butler Brothers

Date: 1899

Price: Unknown

Source: Coleman et al 1986: 552

Name: Topsy

Type: 20" cloth cutout doll

Description: caricature

Manufacturer: Art Fabric Mills

Sold By: Delineator (magazine)

Date: 1900-1902

Price: .25 cents

Source: Coleman et al 1986: 1156

Name: "Dusky Dude"

Type: Rag Doll 12" Nugent, 14" Montgomery Ward

Description: derogatory name

Manufacturer: Unknown

Sold By: Montgomery Ward /Nugent

Date: 1900-1904/1900

Price: .45 -.50

Source: Montgomery Ward Catalogue 1903-1904; 479; Coleman et al 1968: 205; 1986: 860

Name: Topsy

Type: 10", 12", and 14" rag doll

Description: caricature

Manufacturer: Albert Bruckner

Sold By: Siegel Cooper (1905) / E. I. Horsman Catalog

Date: 1900s-1910s

Price: \$1.00 (1905) \$1.00 -\$1.25 (1910-1911)

Source: Coleman et al 1968: 43; 1986: 1157

Name: Watermelon Baby

Type: 3" wooden doll (from set of circus performers and animals)

Description: Black male doll inside of a watermelon

Manufacturer: Unknown (Made in Germany)

Sold By: Unknown

Date: 1900-1920

Price: Unknown

Source: Gibbs and Gibbs 1987: 31

Name: Ring Master

Type: 8 ¾" wooden doll (from set of circus performers and animals)

Description: exaggerated features and dress like a minstrel character

Manufacturer: Shoenut

Sold By: Unknown

Date: 1900-1910

Price: Unknown

Source: Gibbs and Gibbs 1987:101

Name: Topsy

Type: 10" and 12" cloth jointed doll

Description: caricature

Manufacturer: Albert Bruckner

Sold By: Siegel Cooper (1905)

Date: 1900s-1910s

Price: \$1.00

Source: Coleman et al 1986: 1157

Name: "Associated Darky Dolls"

Type: jointed dolls (2 Negro cooks, 1 Negro nurse, Uncle Tom, 2 mulatto girls)

Description: Derogatory name

Manufacturer: Unknown

Sold By: Unknown

Date: 1901

Price: \$2.10 (6 in box)

Source: Perkins 1993: 51

Name: “Darky Nurse”

Type: Rag Doll

Description: “Darky” “appropriately dressed doll in bright colored clothing... also suitable for use as a favor or booby prize for card parties”

Manufacturer: Unknown

Sold By: Montgomery Ward

Date: 1903-1904

Price: .50

Source: Montgomery Ward Catalogue 1903-1904: 479

Name: “Mammy”

Type: Rag Doll

Description: “dressed in a fac-simile costume such as was worn by the real old Southern mammy.”

Manufacturer: Unknown

Sold By: Montgomery Ward

Date: 1903-1904

Price: .75

Source: Montgomery Ward Catalogue 1903-1904: 479; Coleman et al 1986: 759, 860

Name: Topsy-Turvy

Type: 10”, 12”, and 14” rag doll

Description: Topsy domestic caricature

Manufacturer: Albert Bruckner

Sold By: Siegel Cooper (1905) / E. I. Horsman Catalog

Date: 1903 – 1928?

Price: \$1.25

Source: Coleman et al 1968: 545; North Dixie Designs - Horsman Babyland Catalog (no date): 17; Jensen 2002: 27

Name: American Maid Topsy Baby

Type: 13” rag doll

Description: Dressed as a Southern antebellum domestic caricature

Manufacturer: Albert Bruckner

Sold By: Siegel Cooper (1905) / E. I. Horsman Catalog

Date: 1903 – 1928?

Price: .50

Source: Coleman et al 1968: 545; North Dixie Designs - Horsman Babyland Catalog (no date): 6; Jensen 2002: 27

Name: Babyland Dinah (Aunt Dinah)

Type: 20” rag doll

Description: Dressed as a Southern antebellum domestic caricature

Manufacturer: Albert Bruckner

Sold By: Siegel Cooper (1905) / E. I. Horsman Catalog

Date: 1903 – 1928?

Price: \$2.50

Source: North Dixie Designs - Horsman Babyland Catalog (no date): 23; Jensen 2002: 27

Name: Topsy

Type: 14” and 16” cloth jointed doll

Description: no exaggerated features and the normal caricature does not apply – but the name implies the link to the antebellum character from *Uncle Tom’s Cabin*

Manufacturer: E. I. Horsman

Sold By: E. I. Horsman

Date: 1903 – 1928? 16” (1912-1914)

Price: .25 cents and \$1.00 (14”Babyland Catalog)

Source: Coleman et al 1986: 1157; North Dixie Designs - Horsman Babyland Catalog (no date): 14; Jensen 2002: 74; Mertz 2004: 248

Name: Topsey

Type: cloth cutout doll

Description: antebellum caricature

Manufacturer: Unknown

Sold By: Malted Cereal Co

Date: 1904-1905

Price: Unknown

Source: Coleman et al 1986: 1156

Name: Aunt Jemima

Type: Cutout Cloth Doll, 16” Cutout Cloth Doll (1929)

Description: Mammy caricature

Manufacturer: Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)/Grinnell Lithographic Co. NYC

Sold By: Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

Date: 1905 -1930

Price: Unknown

Source: Lavitt 1983: 154; Coleman et al 1986: 328; Perkins 1993: 60

Name: Uncle Mose

Type: 15.5” Cutout Cloth Doll, 16.5” (1929)

Description: dressed as a laborer and “blue jacket, red checked pants and white top hat” (1929)

Manufacturer: Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

Sold By: Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

Date: 1905 -1930

Price: Unknown

Source: Lavitt 1983: 154; Coleman et al 1986: 328, 1165; Perkins 1993: 60-61;1995: 48, 50

Name: Mammy Nurse (character from Joel Chandler Harris book series)

Type: stockinet doll (27" – 1923)

Description: domestic

Manufacturer: Martha Chase

Sold By: Unknown

Date: 1905-1923

Price: \$8.00 (1923)

Source: Coleman et al 1968: 404; 1986: 759

Name: Nigger

Type: black felt doll

Description: derogatory name

Manufacturer: Steiff

Sold By: Gamage

Date: 1906

Price: .62 cents

Source: Coleman et al 1986: 890

Name: Aunt Dinah (Tiny Travelers series)

Type: Cloth cutout doll

Description: domestic caricature

Manufacturer: Saalfeld

Sold By: Unknown

Date: 1907-1909

Price: Unknown

Source: Coleman et al 1986: 57

Name: Diana Jemima

Type: Cloth Doll

Description: varies throughout the run (1910 holds a small black doll/1924 holds a kitten) “pickaninny”

Manufacturer: Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

Sold By: Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

Date: 1908-1930 +

Price: Unknown

Source: Coleman et al 1986: 328, 340; Coleman et al 1968: 191; Perkins 1993: 61

Name: Bingo

Type: bisque head and stuff cloth body

Description: derogatory name

Manufacturer: E. I. Horsman

Sold By: E.I. Horsman

Date: 1910

Price: Unknown

Source: Jensen 2002: 73

Name: Sambo / Le Petit Sambo (Aux Trois Quartiers)

Type: cloth cutout doll

Description: derogatory name and antebellum caricature

Manufacturer: Dean

Sold By: Aux Trois Quartiers catalog (1910-1911)

Date: 1910-1914

Price: Unknown

Source: Coleman et al 1986: 1025

Name: Cotton Joe

Type: 10", 13", 14", and junior size dolls (American Kids in Toyland series – 1914)

Description: derogatory name that centers him around cotton production - produced from a white doll mold (farmer boy)

Manufacturer: E. I. Horsman

Sold By: R.H. Macy / Marshall Fields Catalog 1914

Date: 1910-1916

Price: .98, \$4.50, \$8.50, and \$17.00

Source: Coleman et al 1986: 311; http://www.dollreference.com/horsman_dolls.html; Jensen 2002: 73; Mertz 1999: 255, 2004: 246

Name: Mamie Lou

Type: cloth cutout doll

Description: antebellum caricature

Manufacturer: Saalfeld

Sold By: Unknown

Date: 1910-1919

Price: Unknown

Source: Coleman et al 1986: 759

Name: Wade Davis

Type: 11.5" Cutout Cloth Doll

Description: "pickaninny" – laborer with patches on his clothes

Manufacturer: Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

Sold By: Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

Date: 1908-1930

Price: .25 cents (coin or stamp)(four package tops); .10 cents (1 package top)

Source: Coleman et al 1986: 328, 1165; Perkins 1993: 61; 1995: 848, 851

Name: Aunt Dinah

Type: paper doll

Description: antebellum caricature

Manufacturer: McCalls

Sold By: Unknown

Date: 1911

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Mammy and Her Thanksgiving Dinner

Type: paper doll

Description: caricature

Manufacturer: Unknown

Sold By: Delineator (magazine)

Date: 1912

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Topsy

Type: 8" cloth cutout doll

Description: wearing African outfit

Manufacturer: Selchow & Righter

Sold By: Unknown

Date: 1912-1913

Price: .40 cents

Source: Coleman et al 1986: 1157

Name: Sambo

Type: doll

Description: caricature

Manufacturer: Unknown

Sold By: Gamage

Date: 1913

Price: Unknown

Source: Coleman et al 1986: 1025

Name: Sambo's Little Sister

Type: 14.5" and 17" doll

Description: caricature

Manufacturer: Unknown

Sold By: Gamage

Date: 1913

Price: \$1.12 and \$1.48

Source: Coleman et al 1986: 1025

Name: Sambo's baby brother

Type: 12" doll

Description: caricature

Manufacturer: Unknown

Sold By: Gamage

Date: 1913

Price: .98 cents

Source: Coleman et al 1986: 1025

Name: Laughing Black Sambo

Type: 12" jointed composition body doll

Description: derogatory name and caricature **Manufacturer:** Unknown

Sold By: Gamage

Date: 1913

Price: .98 cents

Source: Coleman et al 1986: 1025

Name: OO-Gug-Luk – Zulu Lucky Doll

Type: composition head with cloth body

Description: Zulu warrior with exaggerated painted features

Manufacturer: Louis Amberg and Son, NY

Sold By: Unknown

Date: 1915

Price: Unknown

Source: Coleman et al 1986: 902; Mertz 2004: 51

Name: Aunt Dinah

Type: Cloth cutout doll

Description: 15", bandanna, kerchief, and apron (1930 had voice) domestic

Manufacturer: Effanbee

Sold By: Unknown

Date: 1915-1930

Price: \$1.95 (1930)

Source: Coleman et al 1986: 57; Mertz 1999: 169

Name: Black Topsy

Type: Unknown

Description: caricature

Manufacturer: Tyneside Toys

Sold By: Unknown

Date: 1918

Price: Unknown

Source: Coleman et al 1986: 153

Name: Topsy

Type: 15" cloth doll

Description: caricature

Manufacturer: Unknown

Sold By: Sears

Date: 1920

Price: .98 cents

Source: Coleman et al 1986: 1157

Name: Mammy Jinny

Type: 18" cloth doll

Description: caricature

Manufacturer: Jesse McCutchen Raleigh

Sold By: Unknown

Date: 1920

Price: Unknown

Source: Coleman et al 1968: 404

Name: Black Sambo

Type: stockinet doll

Description: caricature

Manufacturer: Chad Valley

Sold By: Butler Brothers

Date: 1920

Price: Unknown

Source: Coleman et al 1986: 153

Name: Aunt Caroline

Type: Cloth Doll (Rag Shoppe Dolls series)

Description: domestic

Manufacturer: Unknown

Sold By: Severn & Long Co.

Date: 1921

Price: Unknown

Source: Coleman et al 1986: 57

Name: Mamie Lou

Type: doll (Rag Shoppe series)

Description: domestic

Manufacturer: Beck Manufacturing Co

Sold By: Severn & Long

Date: 1921

Price: Unknown

Source: Coleman et al 1986: 759

Name: Mammie Wise, Miss Peggy Wise, Lizzie Wise, Baby Wise

Type: Cloth Doll Family

Description: daughter of Mammie Wise advertised with “saucy eyes and flashy clothes.” young daughter of Mammie Wise – antebellum caricatures

Manufacturer: E. I. Horsman

Sold By: Unknown

Date: 1921

Price: Unknown

Source: Coleman et al 1986: 80, 732, 759, 854

Name: Topsy Lou

Type: doll

Description: caricature

Manufacturer: Unknown

Sold By: Unknown

Date: 1921

Price: Unknown

Source: Coleman et al 1986: 1157

Name: Pickaninnies

Type: 12" doll

Description: caricatures

Manufacturer: Wonderland Toymaking Co

Manufacturer: Martha Chase

Sold By: Unknown

Date: 1921-1923

Price: \$3.50, \$5.50

Source: Coleman et al 1986: 935

Name: Jazz Nigger

Type: line of dolls

Description: derogatory name

Sold By: Unknown

Date: 1922

Price: Unknown

Source: Coleman et al 1986: 385, 1210

Name: Darkie

Type: Doll

Description: derogatory name

Manufacturer: Wonderland Toymaking Co

Sold By: Unknown

Date: 1922

Price: Unknown

Source: Coleman et al 1986:327

Name: Sambo Family

Type: Brown composition head dolls

Description: caricatures

Manufacturer: Effanbee

Sold By: Unknown

Date: 1922

Price: Unknown

Source: Coleman et al 1986: 1025

Name: Topsy

Type: cloth doll

Description: caricature

Manufacturer: Ross and Ross

Sold By: Unknown

Date: 1922

Price: Unknown

Source: Coleman et al 1986: 1157

Name: Aunt Jemima

Type: doll of unknown composition

Description: domestic

Manufacturer: Louis Wolf

Sold By: Unknown

Date: 1923

Price: Unknown

Source: Coleman et al 1986: 57

Name: Topsy Turvy

Type: composition head and cloth body doll

Description: caricature

Manufacturer: Louis Wolf

Sold By: Unknown

Date: Unknown

Price: Unknown

Source: Mertz 1999: 372

Name: Aunt Jenny “Nigger” Dolls

Type: doll of unknown composition

Description: derogatory name

Manufacturer: Jeanette Doll Co

Sold By: Unknown

Date: 1923

Price: Unknown

Source: Coleman et al 1986: 58

Name: Black Rufus Doll

Type: 12.5 – 13” Doll (white mold)

Description: “dressed Indian doll...closed smiling watermelon mouth”

Manufacturer: Averill Manufacturing Co

Sold By: Averill Manufacturing Co

Date: 1923

Price: Unknown

Source: http://www.dollreference.com/averill_manufacturing_dolls.html

Name: Chocolate Drop

Type: 11-12", 14" & 16" cloth doll with painted face

Description: derogatory name and a caricature

Manufacturer: Averill Manufacturing Co

Sold By: PLAYTHINGS (magazine)

Date: 1923-1924

Price: \$1.00 -

Source: Coleman et al 1986: 254, 352, and 353;
http://www.dollreference.com/averill_manufacturing_dolls.html; Mertz 2004: 113

Name: Aunt Jemima

Type: doll

Description: Mammy caricature

Manufacturer: Toy Shop New York

Sold By: Playthings

Date: 1923-1927

Price: Unknown

Source: Coleman et al 1986: 57

Name: Rastus

Type: 16", 18" and 20" (1930) cloth cutout doll - advertising Cream of Wheat Doll

Description: servant caricature

Manufacturer: Unknown

Sold By: Cream of Wheat Co

Date: 1922-1949 +

Price: 10 cents

Source: Lavitt 1983: 154; Perkins 1993:67-68

Name: Aunt Jemima

Type: 12" and 13" full composition body doll

Description: dressed as the stereotypical domestic servant

Manufacturer: Unknown

Sold By: Butler Brothers

Date: 1925-1930

Price: \$8.95 - \$9.50

Source: Coleman et al 1986: 57; Barlow 1998: 259

Name: Topsy Turvy

Type: Topsy Turvy doll

Description: white girl with a Mammy

Manufacturer: Albert Bruckner

Sold By: Unknown

Date: 1926

Price: \$5.50

Source: Coleman et al 1986: 1157

Name: Tango Tar Baby

Type: 21" black cloth dolls

Description: derogatory name and a caricature

Manufacturer: Chad Valley

Sold By: Unknown

Date: 1926-1927

Price: Unknown

Source: Coleman et al 1986: 1141

Name: TU-N-One

Type: Topsy Turvy doll

Description: white girl with a Mammy

Manufacturer: Albert Bruckner

Sold By: Unknown

Date: 1926-1930

Price: \$1.50 - \$1.75

Source: Coleman et al 1986: 1162

Name: Topsy

Type: 8.5" all-composition doll

Description: caricature

Manufacturer: Unknown

Sold By: American Wholesale Corp

Date: 1927

Price: \$5.50

Source: Coleman et al 1986: 1157

Name: Mammy Carolina

Type: Unknown

Description: antebellum domestic theme

Manufacturer: Sol Bergfeld

Sold By: Unknown

Date: 1927

Price: Unknown

Source: Coleman et al 1986: 219

Name: Topsy

Type: 14.5" cloth doll

Description: caricature

Manufacturer: Unknown

Sold By: American Wholesale Corp / Butler Brothers

Date: 1927-1928

Price: \$8.50

Source: Coleman et al 1986: 1157

Name: Dickie & Darkie Baby

Type: Cloth Doll

Description: derogatory name

Manufacturer: Cuno & Otto Dressel

Sold By: Cuno & Otto Dressel

Date: 1928

Price: Unknown

Source: Coleman et al 1986:340

Name: Sambo

Type: wooden dolls (company made 4)

Description: “walked” as they were dragged or pulled behind a wagon – one was a Chinese man

Manufacturer: Sambo Special Co

Sold By: Unknown

Date: 1928

Price: \$1.00 - \$2.00

Source: Coleman et al 1986: 1025

Name: Dolly Dingle (normally white doll)

Type: 14” two-tone black composition head and arms on cloth body doll

Description: three pigtails and ribbons

Manufacturer: Averill Manufacturing Co

Sold By: PLAYTHINGS (magazine)

Date: 1929

Price: Unknown

Source: Coleman et al 1986: 352, 353

Name: “Kinky Kurls”

Type: 15” composition head doll

Description: caricature

Manufacturer: Unknown

Sold By: Butler Brothers

Date: 1929-1930

Price: \$7.95

Source: Coleman et al 1986: 648; Barlow 1998: 259

Name: Aunt Jemima

Type: 15”, 18”, and 27” dolls

Description: domestic

Manufacturer: American Stuffed Novelty Co

Sold By: Unknown

Date: 1930

Price: \$1.00 - \$5.00

Source: Coleman et al 1986: 57

Name: Niggers (Nabob, Rajah, Carolina, and three unnamed dolls)

Type: six dolls – 3 were 12” cloth dolls (Nabob and Rajah also in 11 and 14” and Carolina 15”)

Description: overall derogatory name, exaggerated features, racialized attire (Carolina in a grass shirt)

Manufacturer: Chad Valley

Sold By: Unknown

Date: 1930

Price: .62 cents

Source: Coleman et al 1986: 219, 231, 876, 890, 971

Name: Topsy

Type: doll of unknown composition

Description: kinky hair/ caricature

Manufacturer: W.R. Woodard

Sold By: Unknown

Date: 1930

Price: \$5.50

Source: Coleman et al 1986: 1157

Name: Kinky

Type: Kiddie Pal Line doll

Description: caricature

Manufacturer: Regal

Sold By: Unknown

Date: 1930

Price: Unknown

Source: Coleman et al 1986: 648

Name: Mammy Doll

Type: composition head and limbs with cloth body 20" doll and 8" baby

Description: caricature

Manufacturer: Tony Sarg

Sold By: George Borgfedit & Co. NYC

Date: 1930-1939

Price: Unknown

Source: Lavitt 1983: 90

Name: Mammy

Type: composition head and limbs with cloth body 17” doll and 8” white baby

Description: caricature

Manufacturer: Tony Sarg

Sold By: R &B Doll Co.

Date: 1930s?

Price: Unknown

Source: Mertz 1999: 124

Name: Little Eva and Topsy-Sit Alone

Type: 9.5” all composition doll

Description: “a mischievous pickaninny and a little white baby” “Pickaninnay....25”

Manufacturer: Unknown

Sold By: Montgomery Ward

Date: 1931

Price: .25 cents

Source: Barlow 1998: 267

Name: Wild Baby from the South Seas

Type: 8.5" bisque head doll

Description: noted color of skin

Manufacturer: Unknown

Sold By: Montgomery Ward

Date: 1931

Price: .79 cents

Source: Barlow 1998: 267

Name: Adorable Babies

Type: 13 and 19" full composition doll

Description: made in white and black dolls – black advertised as colored

Manufacturer: Unknown

Sold By: Montgomery Ward

Date: 1931

Price: \$1.00

Source: Barlow 1998: 267

Name: I'se Topsey Doll

Type: paper doll

Description: caricature

Manufacturer: Unknown

Sold By: C and H Sugar

Date: 1931

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Dolly Double and Topsy Turvy

Type: cutout cloth doll

Description: white and black doll heads (Dinah)

Manufacturer: Elms & Sellom

Sold By: Unknown

Date: Unknown

Price: \$1.00 -

Source: Coleman et al 1986: 353

Name: Smokey (Joe Palooka Comic Series)

Type: paper doll

Description: exaggerated facial features

Manufacturer: Unknown

Sold By: Unknown

Date: 1932

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Topsy's Brother Sam

Type: paper doll

Description: Linked to an *Uncle Tom's Cabin* character - clothes are old and patched/caricature

Manufacturer: Unknown

Sold By: Canadian Home Journal (Lydia Fraser)

Date: 1932

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Aunt Jemima

Type: Cutout Cloth Doll

Description: caricature

Manufacturer: Ideal Doll Company

Sold By: Sears Catalog

Date: 1934

Price: Unknown

Source: Sears Catalog 1934 (Fall)

Name: Svarta Nelly

Type: paper doll

Description: exaggerated facial features

Manufacturer: Unknown (Sweden)

Sold By: Unknown

Date: 1935

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Topsy

Type: 9.5" all composition doll

Description: caricature

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1937

Date: 1937

Price: .25 cents

Source: <http://www.wishbookweb.com/>

Name: Effie (Jane Arden's Wardrobe comic strip)

Type: paper doll

Description: exaggerated features her dresses are for a Mammy and very formal servant

Manufacturer: Monte Barrett

Sold By: Unknown

Date: 1938

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

Name: Lisa Lee / Liza Lee

Type: cloth and composition head and limbs marionette 14"

Description: exaggerated features and caricatures

Manufacturer: Effanbee

Sold By: Unknown

Date: 1938

Price: Unknown

Source: Mertz 2004: 194

Name: E Pluribus

Type: cloth and composition head and limbs marionette 14"

Description: exaggerated features and caricatures

Manufacturer: Effanbee

Sold By: Unknown

Date: 1938

Price: Unknown

Source: Mertz 2004: 194

Name: Topsy

Type: 9" all composition doll

Description: caricature

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1940

Date: 1940

Price: .23 cents

Source: <http://www.wishbookweb.com/>

Name: "Kid Chocolate"

Type: 10" composition doll

Description: "the perennial favorites...a pickaninny you'll simply adore"

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1942

Date: 1942

Price: .30 cents

Source: <http://www.wishbookweb.com/>

Name: Topsy

Type: 21" composition-head doll

Description: "Big colored doll with large, moving goo-goo eyes"

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1943

Date: 1943

Price: \$1.07

Source: <http://www.wishbookweb.com/>

Name: Topsy

Type: 10" all composition doll

Description: probably made from white doll mold

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1943

Date: 1943

Price: .30 cents

Source: <http://www.wishbookweb.com/>

Name: Colored Mammy

Type: 18" composition-head doll

Description: domestic dress "rolling button eyes"

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1946

Date: 1946

Price: \$2.89

Source: <http://www.wishbookweb.com/>

Name: Chocolate-colored Babies

Type: 19 and 23" composition-head dolls

Description: "big, rolling goo-goo eyes"

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1945

Date: 1945

Price: \$2.70 and \$4.19

Source: <http://www.wishbookweb.com/>

Name: Sweet baby with light brown skin

Type: 16" composition-head doll

Description: Note tis doll is light skinned and not like all the other "colored" dolls previously sold

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1945

Date: 1945

Price: \$3.98

Source: <http://www.wishbookweb.com/>

Name: Cracker Jack punch-out paper doll

Type: paper doll

Description: Mammy

Manufacturer: Cloudcrest Creations

Sold By: Unknown

Date: 1946

Price: Unknown

Source: <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls: 1863-2009)

Name: Walking Mammy and Carriage (pull toy)

Type: 9 ½" all composition jointed doll

Description: caricature

Manufacturer: Tony Sarg

Sold By: Toys and Novelties magazine / Noma -Effanbee

Date: 1947

Price: Unknown

Source: Mertz 1999: 218

Name: Talentoony Talentoony marionettes (Kilroy the Cop, Jambo the Jiver, Pim-bo the Clown, Mac Awful the Scot, and Toonga from the Congo)

Type: 12" set of five marionettes

Description: exaggerated features and caricatures

Manufacturer: Unknown

Sold By: Unknown

Date: 1948

Price: Unknown

Source: Mertz 2004: 197

Name: Aunt Jemima Family

Type: Plastic stuffed dolls

Description: domestics

Manufacturer: Unknown

Sold By: Unknown

Date: 1950s

Price: .25 cents (individually), .75 cents 3 box tops (set)

Source: Perkins 1993:62

Name: Topsy

Type: 12" composition doll

Description: caricature

Manufacturer: Unknown

Sold By: Sears Christmas Catalog 1952

Date: 1952

Price: \$1.12

Source: <http://www.wishbookweb.com/>

Appendix 2

The Crisis Advertisements

Give the Child a Doll

The Most Beautiful of All the Toys on the Market Are the
NEGRO DOLLS

¶ YOUR child would be happy if it had a Negro doll such as are sent out by the National Negro Doll Company, Nashville, Tennessee. Every race is trying to teach their children an object lesson by giving them toys that will lead to higher intellectual heights. The Negro doll is calculated to help in the Christian development of our race. All dolls are sent by express, charges paid.

DOLLS FOR THE SEASON 1911-1912 NOW READY

Prices from 50c. up to \$8.50

For Illustrated Booklets, Prices and Other Information, Send Five Cents to the
National Negro Doll Company
519 Second Avenue N., Nashville, Tenn.

R. H. BOYD, PresidentH. A. BOYD, Manager

(*The Crisis* Jul 1911:131; Aug 1911:175; Sept 1911:218; Dec 1911:50; Dec 1912:58)

National Negro Doll Company's **Special Price List of**
NEGRO DOLLS
FOR THE CHRISTMAS SEASON, 1911 - 1912

CLASS A

Size	Price	Size	Price
12 inch.....	\$1.00	21 inch.....	\$3.50
15 inch.....	1.50	26 inch.....	5.25
17 inch.....	2.25	30 inch.....	6.25
18 inch.....	2.75	32 inch.....	8.00
20 inch.....	3.00	36 inch.....	8.50

No order will be sent C. O. D., unless a part of the price accompanies the order, as people often order C. O. D. and do not take them from the express office.

The company has on deposit at the One-Cent Savings Bank, in Nashville, Tenn., sufficient funds to guarantee the return of all moneys where orders cannot be filled.

You will be allowed to examine dolls at express office. Send 5 cents for a Doll Book.

NATIONAL NEGRO DOLL COMPANY

R. H. BOYD, President

H. A. BOYD, Manager

519 Second Avenue, North

NASHVILLE, TENNESSEE

Mention Two Cents.

(The Crisis Dec 1911:50; Dec 1912:58)

CHRISTMAS
RAG DOLLS



Beautifully Colored on Cloth

These toys are printed on specially prepared cloth, the colors being absolutely fast so that baby can kiss and love them with perfect safety, and the patterns are so plainly marked that even a ten-year old child can cut them out, sew the parts together and stuff—making them a part of the fun.

DOLL, LIFE SIZE.....50c.
(Baby's clothes will fit).

DOLL, 20 in. high.....25c.

BABY DOLL, 7 in.....10c.

FOXY GRANDPA, 20in25c.

TABBY CAT, and 2 kits.25c.

DUCK, and 2 ducklings..25c.

NOISELESS Ten Pins
and Ball.....40c.

"JUMBO" Elephant, 35in.50c.

BABY'S BIG BALL...25c.
(Six 7 in. pictures on it).

In sending silver or bills, wrap in paper before putting in envelope.

Every Child Loves a Rag Doll Most.

Address
Dunbar Co., 26 Vesey St., New York

(The Crisis Dec 1912:58)

THE CRISIS ADVERTISER	255
<h2 style="margin: 0;">The Colored Doll Is a Live One</h2> <p style="margin: 0;">For emancipation celebrations, bazaars, fairs and the holiday trade. Children are going wild about the beautiful E. M. S. Colored Dolls. The dolls have becoming features, are light brown in color, have jointed limbs and eyes that open and shut. Imported by us, and endorsed by the leading clergymen and educators. Best and cheapest. Send for catalog. Agents wanted. Can make big profit.</p> <p style="margin: 0; text-align: center;">E. M. S. NOVELTY CO., Dept. A, Jamaica, N. Y.</p>	

(The Crisis, Sept 1913:255; Oct 1913:307)

Beautiful Colored Doll Free



This Negro doll has light brown color, long black hair, jointed limbs, sleeping eyes. For selling our artistic Negro post cards and other beautiful cards. Large assortment; very cheap. Agents and dealers are making big money handling them. Terms free. Sample of all post cards sent post-paid for 15 cents.

**J. GRIFFITH
ART COMPANY
36-38 Beekman St.
New York**

(*The Crisis*, Feb 1914: 205; Mar 1914: 213, 257; Apr 1914: 309)

A COLORED DOLLY FOR THE CHILD
Buy a beautiful colored doll, with lifelike features, long hair, jointed limbs and sleeping eyes. The right plaything for your child. A big attraction at church fairs and bazaars. Endorsed by leading clergymen and educators. Send for catalog. Agents wanted. Novelty souvenirs and favors.
E. M. S. NOVELTY COMPANY, Dept. A., JAMAICA, N. Y.
Mention THE CRISIS

(*The Crisis*, Mar 1914:213)

DOLLS DOLLS DOLLS
A complete line of colored dolls of every description ready for immediate delivery at popular prices. Catalog on request.
GADSDEN DOLL CO.
30 Church St., Room 439, New York City.

(*The Crisis* Nov 1917: 50)

DOLLS BEAUTIFUL COLORED JOINTED DOLLS
18 inch doll undressed with dark hair \$2.00
12 inch doll dressed, without hair, \$1.00
Sent prepaid to any address in the United States. Send 10c in stamps to help cover postage. Terms strictly cash with all orders.
Otis H. Gadsden, 30 Church St., Room 439, New York City.

(*The Crisis* Nov 1917: 154)

There can be no better gift than a colored doll to a colored child. Our dolls are beautiful. They are jointed and can be adjusted to any position. Nineteen inch doll with natural hair, undressed, \$2.00 prepaid. Sixteen inch doll dressed in the latest style, \$1.75. Fourteen inch boy doll dressed, \$1.00. All of our goods are shipped prepaid. Send 10c. extra for postage. 50c. extra on Canadian orders. All orders given prompt attention. Terms strictly cash.

GADSDEN DOLL CO.
Room 439.
30 Church St.,
New York City.



19 inch Hair Doll

(*The Crisis* Dec 1917: 102)

DOLLS DOLLS

**Beautiful Colored Dolls
at popular prices**

**Also beautiful Patriotic
Pictures of Negro Offi-
cers and Soldiers.**

***SPECIAL PRICES
TO AGENTS***

Otis H. Gadsden Co.
30 Church Street
Room 339
New York City

(The Crisis, Oct 1918:309)

DOLLS—DOLLS

Beautiful Colored Dolls of Distinction. Red Cross Nurse fully dressed, 18 inches high, black hair, natural color. Sent postpaid for \$3.00.


Our Soldier Boy doll, full uniform, including hat and boots, 18 inches high. Sent prepaid for \$2.50. We also have Sailor and Cupie dolls in beautiful brown colors. All these dolls are fully guaranteed to satisfy or money refunded.

Patriotic pictures of the great war showing Negro officers and soldiers, including *colored heroes*. Hand to hand battle. "The Love Letter" and post cards of colored soldiers. The pictures are in beautiful water colors, new, just off the press. They are without doubt the greatest agents' offer of the day as they are sold on a money making basis. Some are 16 x 18, some 18 x 20 inches. These are the only pictures on the market today, so far as we know, that show the great part the colored women are doing in this great war. They are 25c a copy. Special prices to agents and dealers. Send for a copy and be the first agent in your town.

OTIS H. GADSDEN
ROOM 339
30 CHURCH ST., NEW YORK CITY

(The Crisis Nov 1918: 46)

DOLLS**DOLLS**



Colored Dolls of Distinction. Red Cross Nurse fully dressed, dark hair, natural brown color, 18 inches. Send postpaid for \$3.00.

Soldier boy, full uniform, 18 inches. Sent postpaid for \$2.50.

Large undressed dolls at special prices.

Beautiful pictures for the home at 25¢ each or 5 for \$1.00. Special prices to agents.

OTIS H. GADSDEN
Room 416
5 Beekman St., New York City

(*The Crisis*, Dec 1918:102)

Colored Dolls for Your Children

Teach your children pride of race and appreciation of race. Early impressions are lasting. These beautifully dressed, unbreakable, brown skin dolls designed and made by colored girls in a factory owned and controlled entirely by colored people. These are not the old time, black face, red lip aunt Jemima colored dolls but dolls well made and truly representative of the race in hair and features.

16 inches with long flowing curls, beautifully dressed	\$3.50
16 inches with marcel wave, nicely dressed	3.00
16 inches Buster Brown style hair, very neat	2.50
Soldier boy in full uniform.....	1.50

So far as we know this is the only Negro doll factory in the world.

BERRY & ROSS, Inc.

Factory: 36-38 W. 135th St.
NEW YORK CITY

H. S. Boulton, President,
Dr. E. Rawlins, Vice President,
Counsellor P. Ifield, General Manager,
S. Reid, Business & Sales Manager.

AGENTS WANTED WRITE FOR TERMS
Only those who mean business need write us.

(The Crisis Feb 1919: 202; Mar 1919: 255; Apr 1919: 309; May 1919: 45; June 1919:

Dolls — Dolls —

High grade colored dolls that you can depend on in natural brown colors at reasonable prices—also beautiful Negro calendars with colored children for a subject. These calendars come in a great number of subjects. We are now making them up for the trade also for home use. Our agents are doing well selling these goods. Send for proof and get started to making good money. Reliable selling agents wanted.

All our goods are sold on their merits.

OTIS H. GADSDEN
63 Park Row **New York City**

(The Crisis Aug 1919: 220; Sept 1919: 269)

COLORED DOLLS
29c, 39c, 69c EACH

These UNBREAKABLE Brown Skin Dolls are designed and made by Colored Girls in a Factory Owned and Controlled by Colored People.

"Berry's Famous Brown Skin Dolls," are sold by large Department Stores:

Little Boy in Rompers.....	\$.29
Little Girl, neatly dressed.....	.39
Little Girl, with hair.....	.69
Country Boy, overalls69
"Baby Doll," 14", hair.....	1.50
"Doris," 16", long flowing curls.....	3.50

So far as we know this is the only Negro Doll Factory in the World.

CHILDREN'S DRESSES AND APRONS

The "Berry & Ross Company" is now also manufacturing Children's Dresses and Bungalow Aprons:

Gingham Dresses, 2 to 6 years, each..	\$1.35
Percale Dresses, 2 to 6 years, each....	1.00
Aprons, Percale	1.35
Very extra size	1.98

Postage, 10c.

Berry & Ross Mfg. Co., Inc.
 Factory 36-38 W. 135th Street
 NEW YORK, N. Y.
Agents Wanted

(The Crisis Sep 1919: 269; Oct 1919: 321; Nov 1919: 358)

DOLLS—DOLLS

**Beautiful Colored Dolls and Calendars
With Negro Subjects for 1920**

Sleeping eye, solid bisque, fully jointed, natural brown color, dark hair, eighteen inches high. Sent prepaid for \$4.00. This is without a doubt one of the greatest doll bargains of the season. These dolls are popular priced and fully guaranteed to be just as represented. All bisque Kewpie doll, no hair, fifteen inches high, sent prepaid for \$2.25.

A great line of Art and Commercial Calendars for the home and for the advertising trade; about thirty-five subjects from which to select, including rural and various scenes. Prices, \$4.00, \$5.00 and \$9.00 per hundred, \$30.00, \$40.00 and \$80.00 per thousand. Samples for agents sent for 50c. Our agents are doing well selling these goods. This is one of the best bargains of the season. Send for samples and make money. Address:

OTIS H. GADSDEN

-63 Park Row, New York, N. Y.

(The Crisis Nov 1919:334,358; Dec 1919:94)

DOLLS—DOLLS

Beautiful Colored Dolls and Calendars With Negro Subjects for 1920

Sleeping eye, solid bisque, fully jointed, natural brown color, dark-hair, eighteen inches high. Sent prepaid for \$4.00. This is without a doubt one of the greatest doll bargains of the season. These dolls are popular priced and fully guaranteed to be just as represented. All bisque Kewpie doll, no hair, fifteen inches high, sent prepaid for \$2.25.

A great line of Art and Commercial Calendars for the home and for the advertising trade; about thirty-five subjects from which to select, including rural and various scenes. Prices, \$4.00, \$5.00 and \$9.00 per hundred, \$30.00, \$40.00 and \$80.00 per thousand. Samples for agents sent for 50c. Our agents are doing well selling these goods. This is one of the best bargains of the season. Send for samples and make money. Address:

OTIS H. GADSDEN

63 Park Row,

New York, N. Y.

(The Crisis Nov 1919: 334; Dec 1919: 94)



(The Crisis Dec 1919: 94; Jan 1920: 159)

Appendix 3

The Negro World Advertisements

Most Beautiful
NEGRO DOLL
BABIES
Best on the Market

With pearly white teeth, curly black hair. They walk, talk, cry and sleep. No home is complete without one. Even if there are no children, a wonderful ornament. The best Christmas present you could ever give to children. They wear socks and black slippers; nicely dressed from head to foot. All ready to take out for a walk. These are unique dolls, 21 inches in length, durable. Special for this year, \$6.50, including postage. Money with all orders. Order direct from us.

UNIQUE DOLL EXCHANGE
 158 West 136th St.
 Dept. D. New York City

Nov 5, 1922, p. 8; Oct 20, 1927, p. 8;

Nov 5, 1927, p.8

WE SELL
 THE BEST MADE
COLORED DOLLS

A wonderful gift to the child

No. 2569--The best made Negro doll of all with gold trimmings; French lace; walk, talk and sleep. Size 22 ins. in length. Price.....\$12.50
 No. 2565--A beautiful Negro doll with real hair, nicely dressed, mechanically made to walk, talk and sleep. Size 24 ins. Price.....\$5.00
 No. 2566--A high grade doll made to walk, with beautiful hair. Size 20 ins. Price.....\$3.50
 Smaller Mama dolls with hair--
 16 inches.....\$2.25
 14 inches.....\$1.95
 12 inch Mama boy doll, nicely dressed. \$1.95

Beautiful Negro Calendars in
 Colors--Large Size
 12 different subjects per for.....\$1.25
 We have a nice line of fine art pictures.
 Sizes 16 x 20 ins., six pictures for \$1.25

AGENTS
 We will send you a sample line of the above line of goods and our catalogue of a thousand different articles that will bring you quick returns for \$2.00. In foreign countries send 60c extra for postage. Order today.

ART NOVELTY CO.
 Dept. A
 2193 Seventh Ave.
 NEW YORK CITY

Dec 26, 1925 p.
10

NEGRO DOLLS
CHRISTMAS

Pretty walking and talking dolls to retail at: 14-inch, \$1.95; 16-inch, \$2.69; 18-inch, \$3.40; 21-inch, \$4.69; sleeping dolls, \$2.99. Send money order, \$5.00 for sample outfit. Single orders shipped promptly. Write for list.

STANDARD PRODUCTS COMPANY
 438 Lenox Ave., N. Y. City

Nov 29, 1924 p.12

Dec 27, 1924 p. 12

NEGRO DOLLS

For \$2.98 we will send you this beautiful Colored Doll, standing, 21 inches high. **SEND NO MONEY.** Pay postman on arrival, plus a few cents postage. Our 1924 line comprises 11 different sizes of the prettiest Negro Dolls you have ever seen. Agents are wanted.

\$2.98 Standard Products Co.,
 438 Lenox Avenue, N. Y.

Feb 9, 1924 p.
12

NEGRO DOLLS
Big, walking, talking, sleeping dolls, beautifully dressed, nice hair and shoes and stockings:
20-inch \$4.98, nicely dressed
14-inch 1.98, not sleeping
Negro calendars and pictures. Beautiful, printed in colors:
Calendars, large size... 6 for \$1.50
Pictures, 16x20 8 for 1.25
Love Cards, in Gold 100 for 3.00
Birthday Cards 100 for 1.50
Easter Cards 100 for 1.50
AGENTS, make big money; handle these goods. Send for free catalog.
ART NOVELTY CO.
Apt. 12-A, 157 West 133rd Street

Jan 1, 1927 p. 8

Jan 29, 1927 p.

NEGRO DOLLS
AND
Fine Art Negro Calendars
21-inch Doll \$4.98
18-inch Doll 2.00
12 Calendars 1.50
Sample Doll and Calendar with agents' forms 6.00
Agents outside U. S. A. 7.50
Write **ART NOVELTY CO.**
157 West 133d St., New York City

Oct 29, 1927 p.

8

NEGRO DOLLS
AGENTS, DEALERS WANTED
21-inch Dolls \$4.98
18-inch Dolls 2.00
Christmas Cards in Gold and Silver—
100 for \$5.00
Dolls ordered outside U. S. A. send \$1.00 extra for postage.
ART NOVELTY CO.
Dept. 12, 157 West 133rd St., N. Y. C.

Oct 15, 1927 p.

7

Oct 29, 1927 p.

7

AGENTS—\$15 daily selling Harriet Tubman beautiful Negro Dolls. Big Christmas demand. Every home a prospect. Samples free.
STANDARD COMPANY
2305 Seventh Ave., New York City

Oct 29, 1927 p.

8

WORLD'S PRETTIEST UNBREAKABLE HIGH BROWN DOLLS
Something every well trained child should have. The kind of dolls that nature dictates. Pretty dolls YOU CAN TAKE ANYWHERE AND BE PROUD OF. They Walk, Talk and Sleep. Best dressed dolls on the market. Prettiest and Cheapest. Guaranteed High-Brown. Every Kiddle in your town wants one for Christmas. Write Today. Free Catalogue. Show Samples. And Take Orders. Agents Wanted Everywhere. Make Big Money for Christmas.
N. V. Salea Co., Mail Order Dept. G.,
402 West 145th St., New York City

Nov 5, 1927 p. 8

NEGRO DOLLS
Beautifully Dressed, Real Hair, Walk, Talk and Sleep, 21 inches \$4.98
28 inches, with Long Curls 5.00
20 inches, Finely Dressed with Beautiful hair 15.00
16-inch Doll that does not sleep 2.00
ART NOVELTY DOLLS
157 W. 123d St., New York City

Dec 31, 1927 p.7

AGENTS, DEALERS — \$500 before Christmas selling beautiful Negro Dolls. Wholesale and retail at lowest prices. Samples free. Write Standard Company, 2305 Seventh Avenue, New York City.

Oct 27, 1928 p.

OPPORTUNITY TO AGENTS

NEGRO DOLLS, 21 inches, curls, \$8.00; beautiful Negro pictures, 12 different kinds, size 10x20, 8 for 75c.; calendars, large size, 6 for 75c.; Florence Mills pictures, 50c.; assorted with others, 6 for \$1.00. Outside U. S. A., 50c. extra for postage. More agents wanted. **ART PUBLISHING CO.**, 88 Edgecombe Ave., New York City.

Mar 31, 1928 p.

INSPIRATION

Give Your Child A NEGRO DOLL



So that she may develop race love and pride. There is no better present to give your loved ones at holiday time.

Therefore we are offering a special number this year. Her name is "Florence." Florence is almost human, because she is twenty inches long, walks, talks, sleeps, has lovely long curls, pearly white teeth, moving eyes, shoes and stockings, prettily dressed and unbreakable.

We will ship this beauty to you at a cost price of \$6.50, including postage. Do not wait until Christmas to buy, but do it now and save money. Send money with order (no C. O. D.) and we will ship promptly.

Unique Doll Exchange
113 West 143rd Street
NEW YORK CITY

Sep 29, 1928 p.

10

Oct 27, 1928 p. 10

Nov 17, 1928 p. 8

Nov 24, 1928 p. 8

Self-Filling FOUNTAIN PENS

Held unbreakable. Laddie of men's styles. Green, black, red or purple colors. Two years' guarantee with each pen.

Price \$1.25 Each

Agent's sample of six pens, \$6.00. Outside U. S. A., 50c. extra for postage.

**Beautiful
Negro
Dolls**

Long Curls and
Bobbed Hair
Walk, Talk,
Sleep
Finely Dressed
Unbreakable
Head



21-inch, with Curls	\$6.00
21-inch, with Bobbed Hair	5.00
18-inch, with Bobbed Hair, Not Sleeping	2.00
10-inch Baby Doll	.50
Beautiful Art Negro Calendars	.50
Agent's sample outfit of the above DOLLS, 3 CALENDARS	\$3.00

Send today, post-office Money Order or Registered Letter — No C. O. D.

ART NOVELTY COMPANY
64 Broadhurst Ave.
Dept. W, New York City

Dec 8, 1928 p.

Negro Dolls

Agents, Dealers, Toy Stores, Drug Stores, Dry Goods Stores, Beauty Parlors, our Pretty Colored Dolls are big money makers during fall and Christmas. Standard Company, 222 West 133rd Street, New York.

Sep 18, 1929 p.

8

Oct 26, 1929 p.

8

Beautiful Negro Dolls

24 inches, walk, talk, sleep, eye lashes, white teeth, beautifully dressed. Hard to break, long curls, price \$6.00. With bob hair, 21 inches, \$5.00. A hustling man or woman can make some big money from the sale of these dolls. From now until December 1929, we want you to start right away selling our dolls and other goods. FREE GODDS GIVEN TO ANYBODY. If you send us an order for a sample doll. Cash with order. We will send you free with doll, one pair ladies silk hose and one pair men's hose. Total value \$8.00. Cost you only \$5.00. All charges paid. You can't even imagine Negro Dolls so beautiful at the prices we ask. Must see them to appreciate the wonderful value. One of our agents wrote: "The minute I saw the Beauty and Quality of your dolls and other goods, I knew I was going to make a lot of money selling them." In writing to us for samples be sure to state what samples you want. If part or all. Ladies dresses, silk hose, sample lots. C. O. D., \$1.50. Men's broadcloth shirts, silk ties, silk socks, sample lots \$1.50. Pretty Negro dolls, dolls, small dolls, 18 inches, for \$15.00.

ART NOVELTY COMPANY

Dept. H. 64 Broadhurst Avenue
New York City



Sep 28, 1929 p. 8

Nov 29, 1929 p. 8; Sep 27, 1930 p. 8; Oct 25, 1930 p. 8; Nov 15, 1930 p. 8

NEGRO DOLLS

Agents-Dealers. \$20 daily easily made selling colored dolls. Wholesale, retail, lowest prices, catalog free. Write, Standard Company, 222 West 133rd Street, New York.

NEGRO DOLLS

WHOLESALE - RETAIL
BIG SELECTION
Give her a colored doll for Christmas. Churches, Lodges, Clubs, Schools, Organizations. Write for Free Catalog.
STANDARD CO.
(Agents Wanted)
222 West 133rd St. New York

Nov 30, 1929 p. 8

**PRETTY
Negro Dolls**

New Designs and Color
XMAS CATALOG FREE
Full of other beautiful things. Send for yours now. Big money for agents and dealers.

ART NOVELTY CO.
DEPT. A, 2403 7TH AVENUE
NEW YORK CITY

Oct 25, 1930 p. 8

Nov 22, 1930 p.

8

Nov 29, 1930 p.

8

Negro Dolls**BEST CHRISTMAS GIFTS**

Give Her a Doll For Xmas
Dolls Shipped Same Day Order
Is Received

These are pretty dolls, nicely dressed, Walk, Talk and Sleep. With long curls. Unbreakable.

AGENTS WANTED**Sizes of Dolls**

15 inch	\$1.69
18 inch	2.30
20 inch	3.69
20 inch sleeping	4.69
23 inch sleeping, curls	6.25
30 inch walks, sleeps, curls	9.45
20 inch infant doll	4.50

Rush Order Now—Send P. O. or
Express Money Order

STANDARD COMPANY
222 West 133rd Street
New York City

Dec 28, 1929 p.

Negro Dolls

High grade walking, talking and crying Dolls at reasonable prices. Let Santa Claus bring her a beautiful colored Doll for Christmas.

16 inch wig	\$1.59
18 inch wig	2.25
20 inch sleep, wig	4.25
21 inch sleep, curls	4.98
23 inch sleep, curls	6.25
30 inch sleep, curls	8.95

Send money order or express check, or \$1.00 deposit, balance C. O. D.

STANDARD COMPANY
222 W. 133rd ST. NEW YORK

Dec 27, 1930 p.